



Attorney General Jon Bruning

NEWS RELEASE

FOR IMMEDIATE RELEASE

Thursday, April 8, 2010, 4:45 p.m.

Contact: Allen Forkner

402.471.2067

allen.forkner@nebraska.gov

Note: A sound bite on this topic will be available shortly at: <http://www.ago.ne.gov>

Attorney General Bruning: LB 801 Helps Crumble Pyramid Schemes, Protect Businesses

LINCOLN – Attorney General Jon Bruning applauded today's passage of LB 801, which improved the statutes investigators use against pyramid schemes while improving protections for honest businesses.

"LB 801 does more than just modernize the laws we use to battle pyramid schemes," Bruning said. "This legislation helps protect the legitimate multi-level marketing companies that many Nebraskans use to supplement the family income."

Carried by State Sen. Tony Fulton of Lincoln, LB 801 was part of the Attorney General's legislative package.

"Nebraskans deserve both the best consumer protection possible and the right to engage in legitimate business," said Fulton, "LB 801 is a unique achievement in that it accomplishes both of these goals, benefiting both Nebraska consumers and Nebraska businesses."

LB 801 updates the Uniform Deceptive Trade Practices Act to reflect modern anti-pyramid language. The current law is broad enough to potentially be applied to legitimate multi-level marketing businesses.

Additionally, LB 801 requires peer-to-peer file sharing networks to provide clear and conspicuous notice to users that their files will be made available to the public. This will protect Nebraskans from inadvertently exposing personal or financial information and opening the door to identity thieves.

###